



KAREN BASS  
MAYOR

**MEMORANDUM**

**To:** The Honorable Members of the City Council  
c/o City Clerk

**From:** Karen Bass, Mayor *Karen Bass*

**Subject:** **RE-EXEMPTION REQUEST – LOS ANGELES WORLD AIRPORTS, (1)  
DEPUTY GENERAL MANAGER AIRPORTS**

**Date:** October 17, 2024

Los Angeles World Airports (LAWA) has requested the exemption of one (1) position of Deputy General Manager Airports, Class Code 0162, in accordance with Charter Section 1001(b), from civil service as management, professional, scientific, or expert services exemptions.

Charter Section 1001(b) allows up to 150 persons to be exempt, of which 117 are approved, and an additional 10 are pending approval. Approval of this request will increase the count. As of the date of this letter, this request will be in the 126<sup>th</sup> position of the 150 exemptions. There are an additional 50 exempt positions added by the City Council pursuant to Charter Section 1001(b)(4), of which 16 are filled.

This Deputy General Manager Airports (Strategy, Innovation and Experience) position will report directly to the Chief Innovation and Experience Officer and lead Guest Services, Terminal Management, Guest Experience, and Public Arts Program. The responsibilities of the position include, but will not be limited to overseeing experiential initiatives and crafting a human-centric culture to ensure seamless and rewarding experience for employees and travelers, developing and implementing a best-in-class guest experience strategy customized for LAWA operations; managing and optimizing all guest touchpoints to deliver a consistent and exceptional guest experience; evaluating and developing business partner performance, joint strategic plans, long term roadmaps for innovation support and enhancements; and working closely with IT teams to develop digital solutions aligned with guest-centric objectives and technical requirements.

This Deputy General Manager Airports position requires ten (10) years of proven leadership experience leading large, dynamic teams in a complex focus environment with five (5) years full-time management-level experience in guest experience, digital transformation, or a closely related field within an airport or aviation setting, operational planning or industrial engineering in a high-volume environment, and have a proven track record of developing and implementing successful guest experience strategies and transformation programs.

A bachelor's degree from a four-year college or university in business, marketing, or a related field is preferred.

The exemption of this position will allow LAWA the flexibility to recruit and select the best qualified candidate who possesses the necessary experience and expertise for the position. The duties and requirements as described are appropriate to the class of Deputy General Manager Airports.

Based on my review of LAWA's request, as well as the review of the Personnel Department, I hereby approve the request for the exemption of the Deputy General Manager Airports and transmit my action to the City Council, pursuant to City Charter Section 1001(b)(1). If the exempt position is not filled within six months, my approval for the department to fill the position may expire.

KB:zn

cc: Carolyn Webb de Macías, Chief of Staff, Office of the Mayor  
Zachia Nazarai, Office of the Mayor  
Thomas Arechiga, Office of the Mayor  
John Ackerman, Chief Executive Officer, Los Angeles World Airports  
Minerva Gutierrez, Los Angeles World Airports  
Grayce Liu, Interim General Manager, Personnel Department